

ABSTRACT OF THE DISCLOSURE

A self-wound decorative dry paint transfer laminate includes a layer of dry paint, a pressure-sensitive adhesive layer on one side of the dry paint layer, and a release liner in releasable contact with the dry paint layer on a side opposite from the pressure-sensitive adhesive. The release liner has a matte release coat layer that contacts the dry paint layer. The matte release coat releasably adheres to the dry paint layer to provide a protective function but also to transfer a decorative matte finish to the dry paint layer when the release liner is removed from the dry paint layer. The opposite side of the release liner has an adhesive release coat that contacts the pressure-sensitive adhesive when the laminate is in a self-wound form. The release liner preferentially releases from the pressure-sensitive adhesive when the laminate is unwound while maintaining adhesion to the matte release coat, and then after unwinding and application to a substrate surface, the release liner releases from the dry paint layer.

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